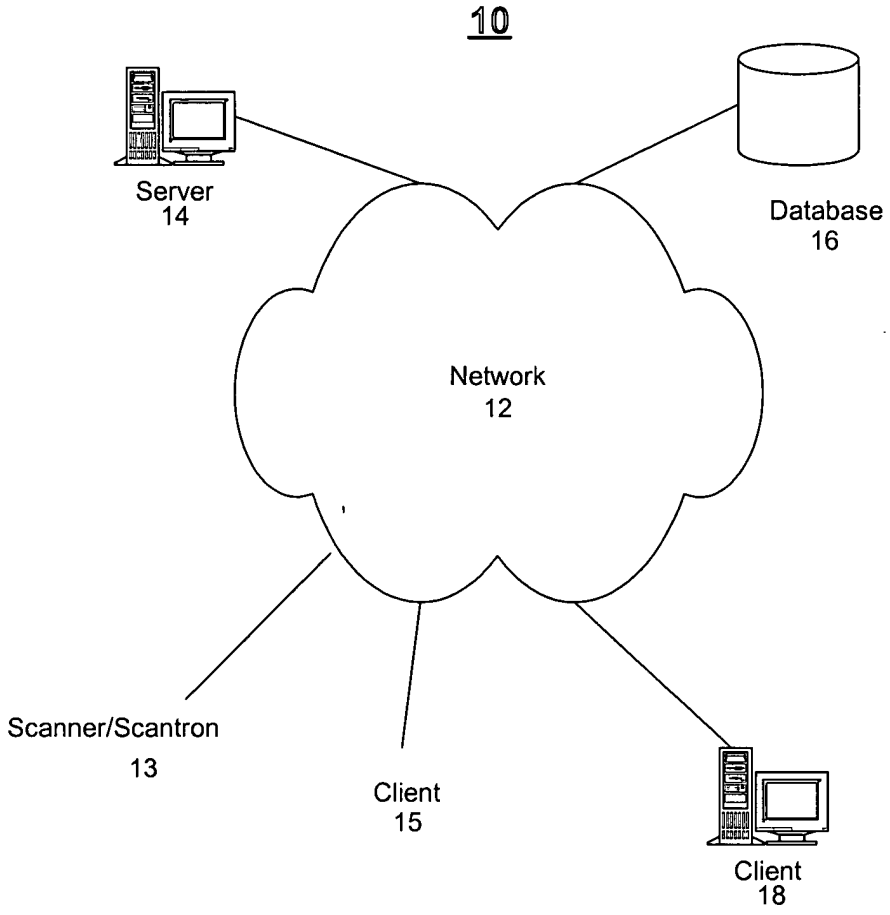
Figure 1


10
Server
14
Database
16
Network
12
Scanner/Scantron
13
Client
15
Client
18

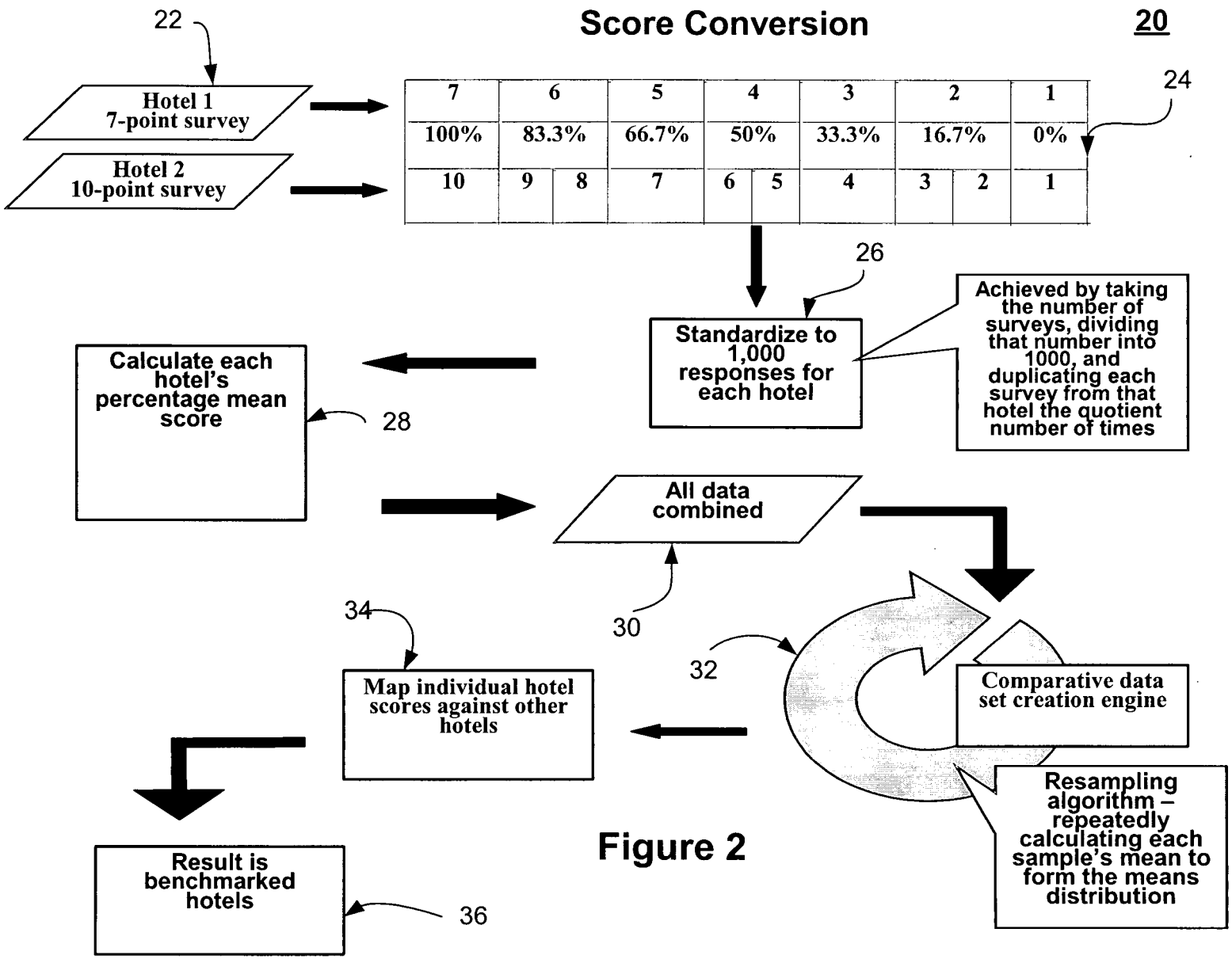

Score Conversion
20
22
Hotel 1
7-point survey
Hotel 2
10-point survey
24
7
6
5
4
3
2
1
100%
83.3%
66.7%
50%
33.3%
16.7%
0%
10
9
8
7
6
5
4
3
2
1
26
Standardize to 1,000 responses for each hotel
Achieved by taking the number of surveys, dividing that number into 1000, and duplicating each survey from that hotel the quotient number of times
Calculate each hotel's percentage mean score
28
All data combined
30
34
Map individual hotel scores against other hotels
32
Comparative data set creation engine
Resampling algorithm – repeatedly calculating each sample's mean to form the means distribution
Result is benchmarked hotels
36

Figure 2